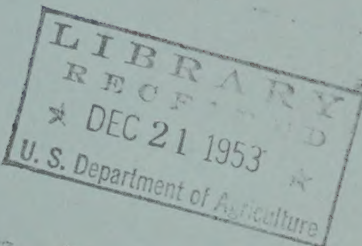




1954
PLANTING SEASON

Mr. Ralph R. Shaw
The Librarian
U. S. Dept. Of Agriculture
Washington 25, D. C.



Harrold's Review

HARROLD'S PANSY GARDENS & GREENHOUSES

P. O. BOX 29 - WA — GRANTS PASS, OREGON.

HARROLD'S PEDIGREED STRAIN AMERICAN BRED & GROWN

1954 SEASON

TUBEROUS BEGONIAS

This is our first general wholesale offer in three years of this stock to the florist trade. It is the most competitive offer we have ever been able to make on this stock.

Ever since our entry as specialists into this field the demand made upon our supply by its rapidly growing popularity among fanciers and home gardeners has been such that we have been unable until now to develop sufficient production to adequately supply a general wholesale offer. This popularity and demand by the discriminating fancier continues to grow and is expected this year to be greater than ever. However, from the pictures of fields of growing Begonias shown on this page it will be seen that the harvest this year will be very substantial. Those of our professional friends who wish to participate in the popularity of this line can reasonably expect adequate supplies from these cultures if requirements are booked at once.

Tuberous Begonias of American Strains are beyond question the finest obtainable. Those we offer here are not surpassed from any source. The most intensive breeding and development work has gone into their development. They are grown in the most ideal production area in the world where they may develop the vitality and quality that will give you the best results. The only locality we know of where outdoor culture in open fields is at all possible. The growing season is long, from March to December, so that tubers grow to maturity and are harvested in a ripe condition.

Genuine Harrold's Pedigreed American Grown Tuberous Begonias are your best value and remain available only direct from us. Book your needs NOW.



ABOVE: Our C. W. Harrold in one of the growing fields of our Harrold's Pedigreed Strain American Grown Tuberous Begonias, Sept. 1953. In the immediate foreground is shown about 5 acres while the field extends beyond the second line of windbrake trees above his head. BELOW: Is shown another acreage block of these Begonias. A total of about 25 acres are under culture at this one ranch and is only a part of these cultures.



GET ON THE BANDWAGON

No group of plants have excited more attention or have developed more interest than the Tuberous Begonia has in the past ten years. This popularity grows with each passing year and as more gardeners succeed with it.

Often called the Mocking Bird of plants, because it reproduces the beautiful forms of other flowers it's varied types and colors lend an interest to its culture enjoyed by no other flower. In fact its perfection of form is such that a picture of a Camellia type Tuberous Begonia was used by a nationally known nursery recently and for months to illustrate the perfect form of their Camellias advertised in a national magazine.

More easily cultured than Orchids they are just as exotic and their hybrid background lends almost as much variety to their culture.

You'll profit by becoming better acquainted with Harrold's Pedigreed Strain American Tuberous Begonias.

HARROLD'S PEDIGREED

Fanciers Blend



NEW
HANGING BASKET
TYPES

This blend of types and colors covers practically all the finest of the Tuberous Begonia family. Many of the tubers are sorts that we sell at \$1.25 each or when grown into plants, \$2.50 per plant to our own retail trade. In addition to most of the finest standard types and colors this blend has many new forms and colors which are the result of our extensive breeding program. These add novelty and value to this blend because many of these are available no other way. You'll find them useful for attracting attention to your Begonias as well as to supply that special customer who wants something different. Additional to the Camellia, Carnation, Crispa, Cristata and Rosebud forms this blend contains newer types such as the new Duplex, Peonie, Dahlia, Cactus, Hibiscus and Ruffled forms as well as some of the early crosses of an entirely NEW RACE of Picotee Types. Coloring of course is most varied. About 5% to 10% Pendula types are included in both Lloydii and Camellia form if desired.

This particular lot of stock is greenhouse grown so it could be harvested ahead of the regular crop and these tubers are **READY FOR SHIPMENT NOW**. This allows you to plant them early and bring them into bloom in time to meet the most active part of the spring selling season and some of the spring Flower Days. Handled in this way you can obtain the ultimate return from them. It is suggested that selections may be made from this stock of several price groups as blooms appear affording the customer a range of selection not usually available and this will be found quite popular.

As the supply of this particular stock is not so large as to be inexhaustible we suggest that you order **TODAY** what you want to plant this season. Three sizes are offered and we'll fill in the size ordered as long as available. In case of shortage, however, we'll send value in size available unless it is stated at time of ordering that this is not to be done.

SIZE	Price per	12	25	50	100	250
SMALL SIZE: 3/4" to 1 1/4".	\$1.75	\$3.00	\$ 5.50	\$10.00	\$20.00
MEDIUM SIZE: 1 1/4" to 2".	3.00	6.00	11.00	20.00	40.00
PREMIUM SIZE: 2" and up.	5.00	9.00	17.00	32.50	65.00

ANY OF THESE TUBERS WILL BLOOM UNDER PROPER CULTURE.

SEEDS OF HARROLD'S PEDIGREED FANCIERS BLEND: Per Packet, about 500 seeds, \$2.50; 3 packets for \$5.00; 10 packets \$15.00; 25 packets for \$30.00.

17 page culture booklet supplied with all tuber or seed orders.



NEW DUPLEX FORMS
TYPES AND COLORS



C. W. Harrold in his house of seedling Fanciers Blend Begonias just starting to bloom. By harvest these will be a solid mass of exotic bloom when the most interesting forms will be selected to become a part of this Blend.



NEW CACTUS TYPES,
FRILLED, RUFFLED AND
HIBISCUS TYPES IN
MANY COLORS.

**READY FOR SHIPMENT
IMMEDIATELY FOR
EARLY SALE AND
PLANTING**



ORDER TODAY FOR BEST SELECTION AND SERVICE.

HARROLD'S PEDIGREED AMERICAN STRAIN

Commercial Types



IMPROVED
DOUBLE
FLOWERING TYPES

GIANT CAMELLIA FLOWERED DOUBLE

The largest flowered and by far the most popular of all Tuberous Begonias this Harrold's Pedigreed Strain affords the very latest in this type. While it is developed directly from the well known Camellia strain, recent development work has much improved it through the addition of more petals in the flower and many with ruffling and fluting which adds to the attractiveness in a large degree. Also the strain is showing some breaks to forms which resemble Peonies, Roses and even Water-Lilies so that on occasion quite striking novelties appear among them. Tuberous Begonias have long been notable for their luscious shades of pastel hue as well as their exclusive deeper colors. Now we begin to develop some shades which show a distinct daylight florescence that is striking. This is especially true in the orange, scarlet and pink shades although as yet it is not a fixed characteristic.

In the growing fields, flowers as large as dinner plates are often produced and we've had customers report blooms 10 inches and more across. If culture is suited flowers are no smaller than 3 inches across and average from 4 to 6 inches or more. If this is your first venture into Tuberous Begonias we highly recommend this type as your selection. If you're experienced they will still be your best type for 75% of your planting.

COLORS AVAILABLE: Apricot, blush, orange, pink, red, rose, salmon, salmon-pink, scarlet, yellow, white or in a well balanced mixture, your selection.

GIANT CARNATION FLOWERED DOUBLE

Double frilled with petal edges lacinated, these give the appearance of huge Florist Carnations exceptionally well grown. Easily the second most popular type in these Begonias. Not quite as large as the above Camellia type they are still huge and the coloring is just as brilliant and attractive. The flowers set off against the clean, brilliant foliage is a sight not soon forgotten.

COLORS AVAILABLE: Orange, pink, red, salmon, yellow, white or in a well balanced blend mixed.

CRISPA or SINGLE FRILLED

This strain is much improved over stock usually offered in this class - more heavily ruffled. The edge of the petals are heavily frilled and ruffled somewhat after the fashion of the best giant ruffled Petunias such as Super Fluffy Ruffles. Coloring of course is typically Begonia and of huge size.

COLORS AVAILABLE: Orange, pink, red, salmon, yellow, white or in a well balanced blend mixed.

HANGING BASKET or PENDULA

Of trailing habit this all double (Lloydii) strain makes ideal plants for hanging baskets, window or porch boxes and where they can trail down a rocky bank. In fact a few plants in the shady rockery will dress it up in an unusual manner all summer. While flowers produced by this type are not large they are produced literally by the hundred and the plant is a mass of color almost from the first bloom. This has been a very popular type with the gardener and should be included at least in modest amounts with all retail stocks.

COLORS AVAILABLE: Light orange, red, rose, salmon-pink, yellow, white or in a well balanced blend mixed.

PRICES THE ABOVE FOUR TYPES

SIZE	Price per	25	100	250	1,000
1" to 1 1/4" Diameter.	\$2.25	\$ 7.00	\$16.25	\$ 60.00
1 1/4" to 1 1/2" Diameter.	3.00	10.00	22.50	80.00
1 1/2" to 2" Diameter.	4.50	15.00	35.00	130.00
2" to 2 1/2" Diameter.	6.00	20.00	47.50	175.00
2 1/2" and up when available.	8.00	25.00	60.00

In separate colors not less than 25 of a color - 500 at the 1,000 rate.

Prices F. O. B. Grants Pass, Oregon.

This group includes those types which have been most popular, most widely seen and which are produced in the greatest quantity. The strain offered here is, we believe, the absolute tops in uniformity of type and coloring available today. Breeding has been carried on for many years to that end and the result has been better size, a more desirable and uniform flower in each type and color and above all the breeding has developed plant characteristics which to a great extent improves those of the past decade.

Huge flowers have been notable among these Begonias for years but the uniformity of size has not been exceptionally high. This is constantly improving, however. Plant habit has been possibly the weakest part of their constitution in that improvement in the ability of the plant to both produce and carry the huge flowers in the past has left much to be desired. Advances in improving these characteristics even in the past five years has been marked with this strain. Our efforts have been directed toward a more compact, sturdier plant which can support the huge blooms and which are better adapted to all types of culture - pots, beds or in containers. Observation of the majority of the available strains in this stock leaves us in no doubt that this strain is not surpassed.

DELIVERIES: The stock offered on this page and the back page of this folder are from the outdoor cultures which are now being harvested as we go to press. Deliveries will get under way in January and orders will be filled in sequence of booking as rapidly as possible. For this reason if early planting is desired you should book your requirements as soon now as possible. Where orders are placed early enough deliveries can be at the usual time for any American Grown stock. It is never available as early as Imports unless greenhouse grown and priced at a premium. No comparison, however, can be made between American Strains and those imported as they are two entirely different types of stock.

NOVELTY TYPES

This group will be found of interest because of its varied forms. However, it is recommended to the commercial grower only to meet the limited demand of his more experimentally inclined customers.

CRISTATA or CRESTED: A single frilled type having heavy tufts or pompoms on the center of each flower petal. Very attractive. Flowers are quite large and available in mixed colors only. Many have two-tones.

MARMORATA: A medium flower of Camellia form mottled white on rose.

MARGINATA: Similar in type to Crispa, but having a contrasting border around each flower petal. Two forms, either white with pink border or salmon with copper edge.

MULTIFLORA: This is an excellent strain, unusually adapted to both pot culture and bedding. In pots they produce a compact, symmetrical plant with many small double flowers that are always bright and showy. For bedding they are unsurpassed for color as they are constantly a mass of color and they will stand sun and heat to a greater degree than the large flowered Begonias. Colors range from pure white to red in mixture only.

PICOTEE DOUBLE: A beautiful Camellia form of very large size. Differs from the Camellia regular in that the flowers are two-toned, usually in shades of pink and rose with darker edging of each flower petal. Mixture only.

ROSEBUD DOUBLE: A form resembling Hybrid Tea roses and a most popular pot plant. Many folks favor the delicate flower form of these. Medium large in size often to 6". Colors a well blended mixture only.

PRICE OF THESE NOVELTY TYPES

SIZE	Price per	25	100	250	1,000
1" to 1 1/4" Diameter.	\$3.00	\$10.00	\$22.50	\$ 80.00
1 1/4" to 1 1/2" Diameter.	4.50	15.00	35.00	130.00
1 1/2" to 2" Diameter.	6.00	20.00	47.50	175.00
2" and up.	7.50	30.00	60.00	225.00

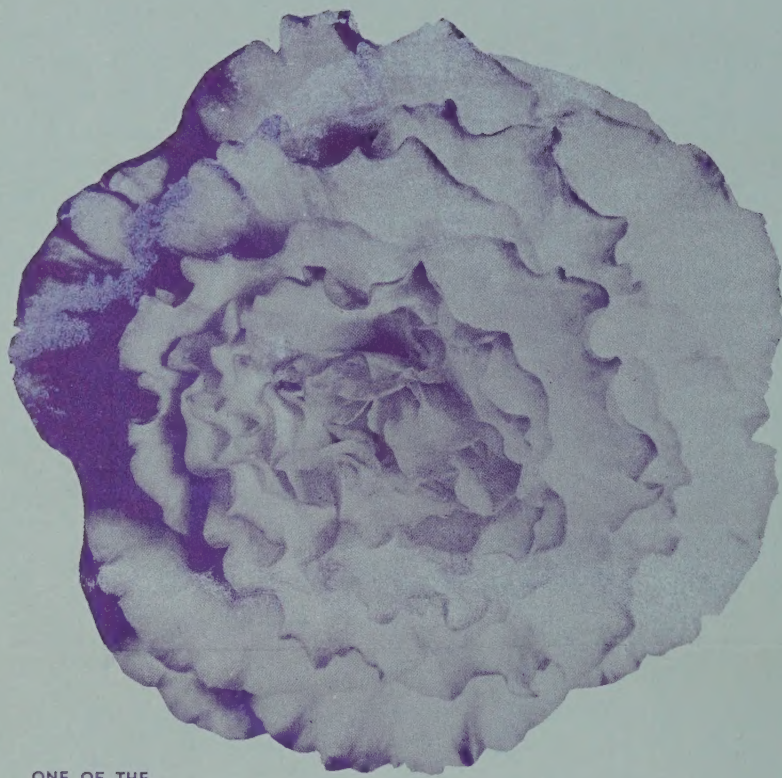
Minimum order 25 of a type or color - 500 at 1,000 rate.

Prices F. O. B. Grants Pass, Oregon.

KNOWN SHORTAGES: As we go to press it is known that whites in all the regular types are going to be on the short side. Because of this and in order to spread the available supply more evenly white will not be included in assortments or mixtures unless specified and when ordered separately will be booked at no more than 10% of the total order for other separate colors of the same type. Orders for white only will not be accepted. Narcissiflora and Rosebud will be short and probably sell out quickly. Otherwise the supply situation looks very good at this time.

The Harrold Line
"America's most complete"





ONE OF THE
NEWER FORMS

The Santa Group

One of the latest developments in fancy Tuberous Begonias and Harrold's have been one of the few firms privileged to offer them. The varieties of this group have been bred and individually selected for outstanding color and form with improved habits of growth.

SANTA ANA -

Huge double bright orange. Strong stems that bear the flowers well.

SANTA BARBARA -

Deep yellow of the most outstanding shade. A very popular variety.

SANTA CLARA -

Apricot. The long petals give a very deep flower of outstanding substance.

SANTA CRUZ -

The largest deep red. A cross between Red Triumph and the English variety Sir Philip Sassoon. An immense beauty.

SANTA MARGARITA -

Light pink. A beautifully double ruffled flower.

SANTA MARIA -

New in 1953 this fine pure white is in every way a fitting companion to the other varieties in this group.

SANTA PAULA -

A super-giant light salmon. With good culture makes a wonderful show.

SANTA ROSA -

A luminous deep rose. An exquisite shade. Sturdy plant and flower stems with huge blooms.

PRICE ON SANTAS: 6 for \$3.50; 12 for \$6.00; 25 \$12.00; 50 \$22.00; 100 \$40.00. Unit prices apply to individual varieties. Assortment not permissible.

Novelty Types

AUTUMN GLOW -

A very large Cristata type. The crests are deep copper on a ground color of Apricot. Flowers sometimes as much as 10 inches across. Variety is subject to some variability.

PRICE: 12 for \$6.00; 25 for \$12.00; 50 for \$22.00; 100 for \$40.00.

RED TRIUMPH -

Ruffled Camellia type of fine size when well grown. Color is deep ruby-red with a distinctive velvety sheen.

PRICE: 12 for \$6.00; 25 for \$12.00; 50 for \$22.00; 100 for \$40.00.

SUNSET -

A profusely frilled Crispa type of the finest size. Color is striking, copper with red edge.

PRICE: 12 for \$6.00; 25 for \$12.00; 50 for \$22.00; 100 for \$40.00.

STARS AND STRIPES -

An unusual novelty of Double Camellia type. Flowers are not large but produced in profusion. Color dark red speckled and striped white.

PRICE: 12 for \$6.00; 25 for \$12.00; 50 for \$22.00; 100 for \$40.00.

SUPER PICOTEE -

An entirely outstanding new strain of these popular types. These are different than any other Picotee you've ever seen and far more beautiful. Markings are of two types, a very narrow sharply defined contrast edge on each petal and the other a wide contrast band blending off into the ground color. Not separate as to type and in a fine blend of mixed pastel shades.

PRICE: 25 for \$7.50; 50 for \$14.00; 100 for \$25.00; 250 for \$50.00.

OUTSTANDING Named Begonias

In this group we offer the most outstanding named varieties of American origin and production. These come from various sources, in all cases from the originator of the variety. Because of the methods necessary to the production of such stock the crop is always quite limited and is also in great demand because of its quality. Because of this prompt action will be absolutely necessary if you wish to obtain any of these.

Tubers are not graded to size but will be supplied in a size that will give good bloom when cultured under conditions that are reasonably suitable. Another factor which makes this rule necessary is that there is considerable variation in the size tuber produced by the various varieties and some never make as large a tuber as some of the others do. This has no bearing, however, on the flower size or production. Deliveries of these will be from outdoor cultures mostly so shipping will start in January.

FREE CULTURAL BOOKLET WITH ORDERS.

With each shipment of Begonia tubers or seed we send without charge a copy of our 17 page booklet that covers all the phases of Tuberous Begonia culture along with much history and background. Just another Harrold Service.

PROPAGATING TUBERS

Small tubers from 1/2" to 1" diameter which are produced from late sown seedlings. With suitable culture these will produce larger plants more quickly and with less cultural exactness than culturing from seed planted now. They make nice plants for spring and early summer sale from 3 or 4 inch pots and when bedded out usually give good bloom from August until frost. As these are the last stock to be harvested they can not be shipped before about the end of February at the earliest.

CAMELLIA TYPE: In mixed colors only.

CARNATION TYPE: In mixed colors only.

CRISPA TYPE: In mixed colors only.

PENDULA TYPE: In mixed colors only.

FANCIERS MIXTURE: All types and colors in mixture.

PRICE: 50 of an item \$3.00; 100 for \$5.50; 250 for \$12.50; 1,000 for \$45.00. These will be postpaid.

TUBEROUS BEGONIA SEEDS

Planted before Feb. 15th, these can be had in nice bloom this summer and earlier planting will give excellent plants for bedding out during the spring bedding season. They are popular and profitable.

CAMELLIA FLOWERED DOUBLE: A fine mixture of colors in this most popular stock. This should be your main selection in types.

CARNATION FLOWERED DOUBLE: A very fine mixture of colors.

CRISPA or SINGLE FRILLED: This type and color mixture is most attractive.

HARROLD'S FANCIERS MIXTURE: A blend of all the types and colors at present available in Tuberous Begonias. This is the best selection if you want variety with the planting of but a single item.

PRICE: Any of the above your selection - packets about 500 seeds, \$2.50; 3 packets \$5.00; 10 packets \$15.00. Postpaid with cultural booklet.

Terms Of Sale and Booking

All offers are made subject to crop and prior sale. Shipping will be in sequence of booking without pro-rating so early ordering is suggested.

ALL PRICES: Except where specified otherwise are F. O. B. Grants Pass, Ore.

TERMS OF PAYMENT: Bookings will be entered on receipt of at least one-third of the purchase price with the order, balance to be due prior to shipment or C. O. D. for the balance. A discount of 2% may be taken where all of the remittance accompanies the order and an additional 2% discount may be taken on cash orders for \$100.00 or more.

SHIPMENT: Will be made by Express Collect for the transport charges unless other instructions are given. Where it is necessary to prepay transportation as with Parcel Post remittance for these charges must be made at time of ordering or we will make them C. O. D.

QUANTITIES: Quotations here are made in units which may be considered professional quantities entitled to wholesale rates. No deviation will be made from these units.